

Traffic Order# 50863

Printed: 09/07/2012 12:03 PM
Last Received: 09/07/2012 11:26 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 6

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL
Product	OBAMA 4 AMERICA *A
Estimate#	1536
Buyer	Meredith Kaufman
Phone#	
Fax#	

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-PLEASE PULL ALL :60S. BENGALS GAME
BACK TO :30. PLS CNF

WAS 48,140
 - 5,020

 43,120

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	*10	SA	630A-7A	12 NEWS SATURDAY	:60	\$180.00	09/08-09/08	0	0	0	\$0.00	
		Sales Remark: V13 CX										
		V11 More than 2 codes changed										
		V13 Comment Changed, Spots/week Changed										
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:60	\$700.00	09/08-09/08	0	0	0	\$0.00	
		Sales Remark: V13 CX										
		V11 More than 2 codes changed										
		V13 Comment Changed, Spots/week Changed										
	*14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/04-09/10	4	1	4	\$400.00	
		V11 Comment Changed, Spots/week Changed										
	*15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/04-09/10	4	1	4	\$400.00	
		V11 Comment Changed, Spots/week Changed										
	*17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/04-09/10	4	1	4	\$600.00	
		V11 Comment Changed, Spots/week Changed										
	*20	TU-F,M	2P-3P	THE TALK	:30	\$350.00	09/04-09/10	4	1	4	\$1,400.00	
		V11 Comment Changed, Spots/week Changed										

Rep Order# 9795150 Ver# 13 Status Revised
EC'd Yes

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*21	SA	930A-10A	SATURDAY EARLY SHOW	:60	\$240.00	09/08-09/08	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*23	SU	930A-10A	CBS SUNDAY MORNING	:60	\$280.00	09/09-09/09	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*26	SU	11A-1130A	NEWSMAKERS	:60	\$200.00	09/09-09/09	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/04-09/10	4	1	4	\$1,400.00	
				V11 Comment Changed, Spots/week Changed								
	*31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/04-09/10	4	1	4	\$800.00	
				V11 Comment Changed, Spots/week Changed								
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$900.00	09/04-09/10	5	1	5	\$4,500.00	
				Sales Remark: V13 1X ADD								
				V11 Comment Changed, Spots/week Changed								
				V13 Comment Changed, Spots/week Changed								
	*37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:60	\$400.00	09/08-09/08	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*55	SA	10P-11P	48 HOURS MYSTERY	:60	\$1,200.00	09/08-09/08	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*56	SU	7P-8P	60 MINUTES	:60	\$1,600.00	09/09-09/09	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*59	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/04-09/10	4	1	4	\$2,200.00	
				V11 Comment Changed, Spots/week Changed								
	*60	SA	11P-1135P	12 NEWS @ 11P	:60	\$1,100.00	09/08-09/08	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*62	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/04-09/10	4	1	4	\$600.00	
				V11 Comment Changed, Spots/week Changed								
	*64	SA	1205A-105A	CRIMINAL MINDS	:60	\$120.00	09/08-09/08	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*66	SU	1205A-105A	CRIMINAL MINDS	:60	\$120.00	09/09-09/09	0	0	0	\$0.00	
				Sales Remark: V13 CX								
				V11 More than 2 codes changed								
				V13 Comment Changed, Spots/week Changed								
	*68	M	7P-10P	BENGALS @ BALTIMORE	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
				Sales Remark: V13 BACK TO :30								
				V11 More than 2 codes changed								
				V13 More than 2 codes changed								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*72	TU-F	530A-6A	GOOD MORNING CINCYN	:30	\$360.00	09/04-09/07	0	0	0	\$0.00	
		Station Remark: V8 1x na 9/7 hra no time mg mon 9/10 1235-135a 1x @ 60. & mon 9/10 4-5p news 1x @ 300.00										
		V9 Comment Changed, Spots/week Changed										
	*79	M	1235A-135A	LATE LATE	:30	\$60.00	09/10-09/10	1	1	1	\$60.00	
		V9 Added										
	*80	M	4P-5P	NEWS	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
		V9 Added										
	*81	M	9A-10A	THE DOCTORS	:60	\$200.00	09/10-09/10	0	0	0	\$0.00	
		Sales Remark: V13 CX										
		V11 Added										
		V13 Comment Changed, Spots/week Changed										
	*82	M	10A-11A	ANDERSON	:60	\$200.00	09/10-09/10	0	0	0	\$0.00	
		Sales Remark: V13 CX										
		V11 Added										
		V13 Comment Changed, Spots/week Changed										
	*83	M	12P-1230P	NEWS	:60	\$300.00	09/10-09/10	0	0	0	\$0.00	
		Sales Remark: V13 CX										
		V11 Added										
		V13 Comment Changed, Spots/week Changed										
	*84	M	2P-3P	THE TALK	:60	\$700.00	09/10-09/10	0	0	0	\$0.00	
		Sales Remark: V13 CX										
		V11 Added										
		V13 Comment Changed, Spots/week Changed										
	*85	M	3P-4P	DEAL	:60	\$700.00	09/10-09/10	0	0	0	\$0.00	
		Sales Remark: V13 CX										
		V11 Added										
		V13 Comment Changed, Spots/week Changed										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*86	M	530P-6P	NEWS	:60	\$400.00	09/10-09/10	0	0	0	\$0.00	
			Sales Remark:	V13 CX								
			V11 Added									
			V13 Comment Changed,	Spots/week Changed								
	*87	M	6P-630P	NEWS	:60	\$1,800.00	09/10-09/10	0	0	0	\$0.00	
			Sales Remark:	V13 CX								
			V11 Added									
			V13 Comment Changed,	Spots/week Changed								
	*88	M	11P-1135P	NEWS	:60	\$1,100.00	09/10-09/10	0	0	0	\$0.00	
			Sales Remark:	V13 CX								
			V11 Added									
			V13 Comment Changed,	Spots/week Changed								
	*89	M	1135P-1235A	LETTEMRAN	:60	\$300.00	09/10-09/10	0	0	0	\$0.00	
			Sales Remark:	V13 CX								
			V11 Added									
			V13 Comment Changed,	Spots/week Changed								

---REPORT TOTALS---

Report Totals: 40 / \$17,660.00

---SALES MONTHLY TOTALS---

Sep 12: 126 / \$43,120.00
Sales Totals: 126 / \$43,120.00
Station Totals: 126 / \$43,120.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$165,846	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
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WKRC 26% WLWT 35% WSTR 2% WXIX 10%

Books null
Demos RA35+

1 of 5

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*10	SA	630A-7A	12 NEWS SATURDAY	:60	\$180.00	09/08-09/08	1	1	1	\$180.00	
		V11 More than 2 codes changed										
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:60	\$700.00	09/08-09/08	1	1	1	\$700.00	
		V11 More than 2 codes changed										
	*14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/04-09/10	4	1	4	\$400.00	
		V11 Comment Changed, Spots/week Changed										
	*15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/04-09/10	4	1	4	\$400.00	
		V11 Comment Changed, Spots/week Changed										
	*17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/04-09/10	4	1	4	\$600.00	
		V11 Comment Changed, Spots/week Changed										
	*20	TU-F,M	2P-3P	THE TALK	:30	\$350.00	09/04-09/10	4	1	4	\$1,400.00	
		V11 Comment Changed, Spots/week Changed										
	*21	SA	930A-10A	SATURDAY EARLY SHOW	:60	\$240.00	09/08-09/08	1	1	1	\$240.00	
		V11 More than 2 codes changed										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*23	SU	930A-10A	CBS SUNDAY MORNING V11 More than 2 codes changed	:60	\$280.00	09/09-09/09	1	1	1	\$280.00	
	*26	SU	11A-1130A	NEWSMAKERS V11 More than 2 codes changed	:60	\$200.00	09/09-09/09	1	1	1	\$200.00	
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL V11 Comment Changed, Spots/week Changed	:30	\$350.00	09/04-09/10	4	1	4	\$1,400.00	
	*31	TU-F,M	530P-6P	12 LOCAL NEWS V11 Comment Changed, Spots/week Changed	:30	\$200.00	09/04-09/10	4	1	4	\$800.00	
	*32	TU-F,M	6P-630P	12 NEWS AT 6P Station Remark: V12 all five spots have already aired. pls readd one spot to line. pls see line 87 where you tried to add money. V11 Comment Changed, Spots/week Changed	:30	\$900.00	09/04-09/10	4	1	4	\$3,600.00	
	*37	SA	657P-757P	ENTERTAINMENT THIS WEEK V11 More than 2 codes changed	:60	\$400.00	09/08-09/08	1	1	1	\$400.00	
	*55	SA	10P-11P	48 HOURS MYSTERY V11 More than 2 codes changed	:60	\$1,200.00	09/08-09/08	1	1	1	\$1,200.00	
	*56	SU	7P-8P	60 MINUTES V11 More than 2 codes changed	:60	\$1,600.00	09/09-09/09	1	1	1	\$1,600.00	
	*59	TU-F,M	11P-1135P	12 NEWS AT 11P V11 Comment Changed, Spots/week Changed	:30	\$550.00	09/04-09/10	4	1	4	\$2,200.00	
	*60	SA	11P-1135P	12 NEWS @ 11P V11 More than 2 codes changed	:60	\$1,100.00	09/08-09/08	1	1	1	\$1,100.00	
	*62	TU-F,M	1135P-1235A	DAVID LETTERMAN V11 Comment Changed, Spots/week Changed	:30	\$150.00	09/04-09/10	4	1	4	\$600.00	

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	*64	SA	1205A-105A	CRIMINAL MINDS	:60	\$120.00	09/08-09/08	1	1	1	\$120.00	
				V11 More than 2 codes changed								
	*66	SU	1205A-105A	CRIMINAL MINDS	:60	\$120.00	09/09-09/09	1	1	1	\$120.00	
				V11 More than 2 codes changed								
	*68	M	7P-10P	BENGALS @ BALTIMORE	:60	\$10,000.00	09/10-09/10	1	1	1	\$10,000.00	
				V11 More than 2 codes changed								
	*72	TU-F	530A-6A	GOOD MORNING CINC	:30	\$360.00	09/04-09/07	0	0	0	\$0.00	
				Station Remark: V8 1x na 9/7 hra no time mg mon 9/10 1235-135a 1x @ 60. & mon 9/10 4-5p news 1x @ 300.00								
				V9 Comment Changed, Spots/week Changed								
	*79	M	1235A-135A	LATE LATE	:30	\$60.00	09/10-09/10	1	1	1	\$60.00	
				V9 Added								
	*80	M	4P-5P	NEWS	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
				V9 Added								
	*81	M	9A-10A	THE DOCTORS	:60	\$200.00	09/10-09/10	1	1	1	\$200.00	
				V11 Added								
	*82	M	10A-11A	ANDERSON	:60	\$200.00	09/10-09/10	1	1	1	\$200.00	
				V11 Added								
	*83	M	12P-1230P	NEWS	:60	\$300.00	09/10-09/10	1	1	1	\$300.00	
				V11 Added								
	*84	M	2P-3P	THE TALK	:60	\$700.00	09/10-09/10	1	1	1	\$700.00	
				V11 Added								

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			V11 Added									
	*86	M	530P-6P	NEWS	:60	\$400.00	09/10-09/10	1	1	1	\$400.00	
			V11 Added									
	*87	M	6P-630P	NEWS	:60	\$1,800.00	09/10-09/10	1	1	1	\$1,800.00	
			Station Remark:	V12 can't add line due to all five spots on line 32 have already aired. pls mg 900. in sun 10-11p 9/8 csi mi								
			V11 Added									
	*88	M	11P-1135P	NEWS	:60	\$1,100.00	09/10-09/10	1	1	1	\$1,100.00	
			V11 Added									
	*89	M	1135P-1235A	LETTEM RAN	:60	\$300.00	09/10-09/10	1	1	1	\$300.00	
			V11 Added									

---REPORT TOTALS---

Report Totals: 59 / \$33,600.00

---SALES MONTHLY TOTALS---

Sep 12: 145 / \$59,060.00
Sales Totals: 145 / \$59,060.00
Station Totals: 145 / \$59,060.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$227,154	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Rep Order# 9795150 Ver# 12 Status Returned
EC'd Yes

Traffic Order# 50863

Printed: 09/07/2012 10:39 AM
Last Received: 09/06/2012 6:37 PM
Showing Buylines: All Rep & Sta Revised Lines

5 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9795150 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 50863

Printed: 09/07/2012 8:25 AM
Last Received: 09/06/2012 6:37 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
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Product OBAMA 4 AMERICA *A
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Buyer Meredith Kaufman
Phone#
Fax#

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE 60 SEC CONVERSION PER BUYER. ADDED
\$10920 TO SKED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*10	SA	630A-7A	12 NEWS SATURDAY	:60	\$180.00	09/08-09/08	1	1	1	\$180.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:60	\$700.00	09/08-09/08	1	1	1	\$700.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/04-09/10	4	1	4	\$400.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/04-09/10	4	1	4	\$400.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/04-09/10	4	1	4	\$600.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								

Rep Order# 9795150 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 50863

Printed: 09/07/2012 8:25 AM
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2 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*20	TU-F,M	2P-3P	THE TALK	:30	\$350.00	09/04-09/10	4	1	4	\$1,400.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*21	SA	930A-10A	SATURDAY EARLY SHOW	:60	\$240.00	09/08-09/08	1	1	1	\$240.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*23	SU	930A-10A	CBS SUNDAY MORNING	:60	\$280.00	09/09-09/09	1	1	1	\$280.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*26	SU	11A-1130A	NEWSMAKERS	:60	\$200.00	09/09-09/09	1	1	1	\$200.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/04-09/10	4	1	4	\$1,400.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/04-09/10	4	1	4	\$800.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$900.00	09/04-09/10	4	1	4	\$3,600.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:60	\$400.00	09/08-09/08	1	1	1	\$400.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*55	SA	10P-11P	48 HOURS MYSTERY	:60	\$1,200.00	09/08-09/08	1	1	1	\$1,200.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								

Rep Order# 9795150 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 50863

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3 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
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Fax#

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*56	SU	7P-8P	60 MINUTES	PE :60	\$1,600.00	09/09-09/09	1	1	1	\$1,600.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*59	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/04-09/10	4	1	4	\$2,200.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*60	SA	11P-1135P	12 NEWS @ 11P	PE :60	\$1,100.00	09/08-09/08	1	1	1	\$1,100.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*62	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/04-09/10	4	1	4	\$600.00	
				Sales Remark: V11 1X CX								
				V11 Comment Changed, Spots/week Changed								
	*64	SA	1205A-105A	CRIMINAL MINDS	PE :60	\$120.00	09/08-09/08	1	1	1	\$120.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*66	SU	1205A-105A	CRIMINAL MINDS	PE :60	\$120.00	09/09-09/09	1	1	1	\$120.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*68	M	7P-10P	BENGALS @ BALTIMORE	PE :60	\$10,000.00	09/10-09/10	1	1	1	\$10,000.00	
				Sales Remark: V11 CHANGED TO 6C								
				V11 More than 2 codes changed								
	*72	TU-F	530A-6A	GOOD MORNING CINC	:30	\$360.00	09/04-09/07	0	0	0	\$0.00	
				Station Remark: V8 1x na 9/7 hra no time mg mon 9/10 1235-135a 1x @ 60. &								
				mon 9/10 4-5p news 1x @ 300.00								
				V9 Comment Changed, Spots/week Changed								

Rep Order# 9795150 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 50863

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Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
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Hiatus Weeks

Rep Firm
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Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*79	M	1235A-135A	LATE LATE	:30	\$60.00	09/10-09/10	1	1	1	\$60.00	
			V9 Added									
	*80	M	4P-5P	NEWS	:30	\$300.00	09/10-09/10	1	1	1	\$300.00	
			V9 Added									
	*81	M	9A-10A	THE DOCTORS	:60	\$200.00	09/10-09/10	1	1	1	\$200.00	
			Sales Remark: V11 ADD FROM LINE 14									
			V11 Added									
	*82	M	10A-11A	ANDERSON	:60	\$200.00	09/10-09/10	1	1	1	\$200.00	
			Sales Remark: V11 ADD FROM LINE 15									
			V11 Added									
	*83	M	12P-1230P	NEWS	:60	\$300.00	09/10-09/10	1	1	1	\$300.00	
			Sales Remark: V11 ADD FROM LINE 17									
			V11 Added									
	*84	M	2P-3P	THE TALK	:60	\$700.00	09/10-09/10	1	1	1	\$700.00	
			Sales Remark: V11 ADD FROM LINE 20									
			V11 Added									
	*85	M	3P-4P	DEAL	:60	\$700.00	09/10-09/10	1	1	1	\$700.00	
			Sales Remark: V11 ADD FROM LINE 27									
			V11 Added									
	*86	M	530P-6P	NEWS	:60	\$400.00	09/10-09/10	1	1	1	\$400.00	
			Sales Remark: V11 ADD FROM LINE 31									
			V11 Added									
	*87	M	6P-630P	NEWS	:60	\$1,800.00	09/10-09/10	1	1	1	\$1,800.00	
			Sales Remark: V11 ADD FROM LINE 32									
			V11 Added									

(See Line)
32

Rep Order# 9795150 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 50863

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5 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*88	M	11P-1135P	NEWS	:60	\$1,100.00	09/10-09/10	1	1	1	\$1,100.00	
			Sales Remark:	V11 ADD FROM LINE 59								
			V11 Added									
	*89	M	1135P-1235A	LETTEM RAN	:60	\$300.00	09/10-09/10	1	1	1	\$300.00	
			Sales Remark:	V11 ADD FROM LINE 62								
			V11 Added									

---REPORT TOTALS---

Report Totals: 59 / \$33,600.00

---SALES MONTHLY TOTALS---

Sep 12: 145 / \$59,060.00
Sales Totals: 145 / \$59,060.00
Station Totals: 145 / \$59,060.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$227,154	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 26%
		WKRC 26%	WLWT 35%	WSTR 2%	WXIX 10%	

Books null
Demos RA35+

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 1												
09/04/12	Tuesday	5:23:27 AM	:30	\$110.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/05/12	Wednesday	5:08:51 AM	:30	\$110.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/10/12	Monday	5:28:28 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											3	
Line: 2												
09/04/12	Tuesday	5:43:19 AM	:30	\$110.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/05/12	Wednesday	5:42:20 AM	:30	\$110.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											2	
Line: 3												
09/05/12	Wednesday	6:09:35 AM	:30	\$200.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/07/12	Friday	6:13:27 AM	:30	\$200.00	OFA-12-	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/10/12	Monday	6:12:27 AM	:30	\$200.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											3	
Line: 4												
09/05/12	Wednesday	6:40:38 AM	:30	\$200.00	OFA-12-	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/07/12	Friday	6:43:51 AM	:30	\$200.00	OFA-12-	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											2	
Line: 5												
09/04/12	Tuesday	7:25:11 AM	:30	\$100.00	OFA-12-	CBS This Morning	(7:00:00 AM-7:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/05/12	Wednesday	7:29:10 AM	:30	\$100.00	OFA-12-	CBS This Morning	(7:00:00 AM-7:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/07/12	Friday	7:18:20 AM	:30	\$100.00	OFA-12-	CBS This Morning	(7:00:00 AM-7:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											3	
Line: 6												
09/04/12	Tuesday	7:58:55 AM	:30	\$100.00	OFA-12-	CBS This Morning	(7:30:00 AM-8:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/07/12	Friday	7:59:26 AM	:30	\$100.00	OFA-12-	CBS This Morning	(7:30:00 AM-8:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											2	
Line: 7												
09/04/12	Tuesday	8:17:31 AM	:30	\$100.00	OFA-12-	CBS This Morning	(8:00:00 AM-8:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/05/12	Wednesday	8:23:31 AM	:30	\$100.00	OFA-12-	CBS This Morning	(8:00:00 AM-8:30:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											2	
Line: 8												
09/04/12	Tuesday	8:47:37 AM	:30	\$100.00	OFA-12-	CBS This Morning	(8:30:00 AM-9:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/07/12	Friday	8:37:35 AM	:30	\$100.00	OFA-12-	CBS This Morning	(8:30:00 AM-9:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											2	
Line: 9												
09/04/12	Tuesday	4:43:55 XM	:30	\$25.00	OFA-12-	430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/05/12	Wednesday	4:27:05 XM	:30	\$25.00	OFA-12-	430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/10/12	Monday	4:53:19 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 9												
				\$75.00								3
Line: 11												
09/08/12	Saturday	7:39:35 AM	:30	\$90.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$90.00								1
Line: 13												
09/09/12	Sunday	1:30:36 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$25.00								1
Line: 14												
09/04/12	Tuesday	9:27:59 AM	:30	\$100.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/05/12	Wednesday	9:39:33 AM	:30	\$100.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/06/12	Thursday	9:55:06 AM	:30	\$100.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/07/12	Friday	9:33:35 AM	:30	\$100.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
				\$400.00								4
Line: 15												
09/04/12	Tuesday	10:47:11 AM	:30	\$100.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/05/12	Wednesday	10:37:05 AM	:30	\$100.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/06/12	Thursday	10:39:00 AM	:30	\$100.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/07/12	Friday	10:23:30 AM	:30	\$100.00	OFA-12-	M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$400.00								4
Line: 16												
09/04/12	Tuesday	11:30:40 AM	:30	\$450.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/05/12	Wednesday	11:30:30 AM	:30	\$450.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/06/12	Thursday	11:26:44 AM	:30	\$450.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/07/12	Friday	11:59:26 AM	:30	\$450.00	OFA-12-	The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/10/12	Monday	11:28:41 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
				\$2,250.00								5
Line: 17												
09/04/12	Tuesday	12:21:18 PM	:30	\$150.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/05/12	Wednesday	12:27:10 PM	:30	\$150.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/06/12	Thursday	12:13:47 PM	:30	\$150.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/07/12	Friday	12:09:07 PM	:30	\$150.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
				\$600.00								4
Line: 18												
09/04/12	Tuesday	12:56:55 PM	:30	\$400.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/05/12	Wednesday	12:28:57 PM	:30	\$400.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/05/12	Wednesday	12:54:19 PM	:30	\$400.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/06/12	Thursday	12:56:51 PM	:30	\$400.00	OFA-12-	Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/10/12	Monday	12:29:21 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
				\$2,000.00								5

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 19												
09/04/12	Tuesday	1:59:12 PM	:30	\$400.00	OFA-12- Bold & the Beautiful		1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/05/12	Wednesday	1:59:27 PM	:30	\$400.00	OFA-12- Bold & the Beautiful		1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/06/12	Thursday	1:28:58 PM	:30	\$400.00	OFA-12- Bold & the Beautiful		1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/07/12	Friday	7:51:29 PM	:30	\$250.00	OFA-12- M-F 730p-8p		730p-8p	OBAMA 4 AMERICA *A	1536 *a	P-4	7	MWASH-
09/08/12	Saturday	6:16:33 PM	:30	\$150.00	6pm Local 12 News Sat		6p-630p	OBAMA 4 AMERICA *A	1536 *a	P-4	6	MWASH-
											5	
Line: 20												
09/04/12	Tuesday	2:59:12 PM	:30	\$350.00	OFA-12- The Talk		2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/04/12	Tuesday	2:26:22 PM	:30	\$350.00	OFA-12- The Talk		2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/05/12	Wednesday	2:26:02 PM	:30	\$350.00	OFA-12- The Talk		2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/06/12	Thursday	2:29:24 PM	:30	\$350.00	OFA-12- The Talk		2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
											4	
Line: 22												
09/09/12	Sunday	9:16:40 AM	:30	\$140.00	CBS Sun Morning		(9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 24												
09/09/12	Sunday	10:29:26 AM	:30	\$140.00	CBS Sun Morning		(10:00:00 AM-10:30:00 C	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 25												
09/09/12	Sunday	11:59:46 AM	:30	\$400.00	Face the Nation		10:30 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
											1	
Line: 27												
09/04/12	Tuesday	3:28:59 PM	:30	\$350.00	OFA-12- Let's Make a Deal		3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/04/12	Tuesday	3:58:40 PM	:30	\$350.00	OFA-12- Let's Make a Deal		3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/05/12	Wednesday	3:58:40 PM	:30	\$350.00	OFA-12- Let's Make a Deal		3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/06/12	Thursday	3:28:48 PM	:30	\$350.00	OFA-12- Let's Make a Deal		3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
											4	
Line: 28												
09/04/12	Tuesday	1:07:38 PM	:30	\$180.00	OFA-12- 4p Local 12 News at Fo		(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/05/12	Wednesday	1:22:58 PM	:30	\$180.00	OFA-12- 4p Local 12 News at Fo		(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/06/12	Thursday	1:16:06 PM	:30	\$180.00	OFA-12- 4p Local 12 News at Fo		(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/10/12	Monday	1:06:36 PM	:30	\$180.00	4p Local 12 News at Fo		(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											4	
Line: 29												
09/04/12	Tuesday	1:38:32 PM	:30	\$180.00	OFA-12- 4p Local 12 News at Fo		(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/05/12	Wednesday	1:41:09 PM	:30	\$180.00	OFA-12- 4p Local 12 News at Fo		(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/06/12	Thursday	1:44:45 PM	:30	\$180.00	OFA-12- 4p Local 12 News at Fo		(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/10/12	Monday	1:42:16 PM	:30	\$180.00	4p Local 12 News at Fo		(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											4	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 30												
09/04/12	Tuesday	5:12:11 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/05/12	Wednesday	5:14:00 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/06/12	Thursday	5:24:00 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/10/12	Monday	5:28:30 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											4	
Line: 31												
09/04/12	Tuesday	5:57:30 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/05/12	Wednesday	5:44:09 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/06/12	Thursday	5:57:30 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/06/12	Thursday	5:38:24 PM	:30	\$200.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											4	
Line: 32												
09/04/12	Tuesday	6:15:32 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/05/12	Wednesday	6:28:15 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/05/12	Wednesday	6:06:47 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/06/12	Thursday	6:28:15 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/07/12	Friday	6:20:47 PM	:30	\$900.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
											5	
Line: 33												
09/08/12	Saturday	6:21:49 PM	:30	\$150.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 35												
09/04/12	Tuesday	7:11:49 PM	:30	\$250.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/05/12	Wednesday	7:20:09 PM	:30	\$250.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/06/12	Thursday	7:25:52 PM	:30	\$250.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/07/12	Friday	7:10:17 PM	:30	\$250.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
											4	
Line: 36												
09/04/12	Tuesday	7:39:40 PM	:30	\$250.00	OFA-12-	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/05/12	Wednesday	7:55:04 PM	:30	\$250.00	OFA-12-	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/06/12	Thursday	7:55:03 PM	:30	\$250.00	OFA-12-	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/07/12	Friday	7:34:30 PM	:30	\$250.00	OFA-12-	M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
											4	
Line: 38												
09/04/12	Tuesday	8:47:51 PM	:30	\$1,200.00	OFA-12-	Tue Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 39												
09/04/12	Tuesday	9:33:30 PM	:30	\$1,200.00	OFA-12-	Tue Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 40												
09/05/12	Wednesday	7:58:18 PM	:30	\$1,500.00	OFA-12- Wed Reg 1		8:00 PM-9:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
											1	
Line: 41												
09/05/12	Wednesday	9:37:49 PM	:30	\$1,500.00	OFA-12- Wed Reg 2		9:00 PM-10:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
											1	
Line: 42												
09/07/12	Friday	9:19:27 PM	:30	\$900.00	OFA-12- Fri Reg 2		9:00 PM-10:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
											1	
Line: 45												
09/04/12	Tuesday	11:29:31 PM	:30	\$550.00	OFA-12- 11p M-F Local 12 News		11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		3	MWASH
09/05/12	Wednesday	11:56:19 PM	:30	\$550.00	OFA-12- 11p M-F Local 12 News		11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		2	MWASH
09/06/12	Thursday	11:34:50 PM	:30	\$550.00	OFA-12- 11p M-F Local 12 News		11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		4	MWASH
09/07/12	Friday	11:20:27 PM	:30	\$550.00	OFA-12- 11p M-F Local 12 News		11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		5	MWASH
											4	
Line: 46												
09/08/12	Saturday		:30	\$550.00	11p M-Su Local 12 New		11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
											1	
Line: 47												
09/09/12	Sunday	11:18:26 PM	:30	\$550.00	11p M-Su Local 12 New		11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
											1	
Line: 48												
09/04/12	Tuesday	12:05:28 XM	:30	\$150.00	OFA-12- Letterman		11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
09/05/12	Wednesday	12:58:33 XM	:30	\$150.00	OFA-12- Letterman		11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		2	MWASH
09/06/12	Thursday	12:00:16 XM	:30	\$150.00	OFA-12- Letterman		11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		5	MWASH
09/07/12	Friday	12:11:00 XM	:30	\$150.00	OFA-12- Letterman		11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		4	MWASH
											4	
Line: 49												
09/08/12	Saturday	11:56:01 PM	:30	\$150.00	Sat Late Fringe Rotator		11:35 PM-12:05 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		4	MWASH
09/08/12	Saturday	12:03:41 XM	:30	\$150.00	Sat Late Fringe Rotator		11:35 PM-12:05 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
09/08/12	Saturday	12:02:26 XM	:30	\$150.00	Sat Late Fringe Rotator		11:35 PM-12:05 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		3	MWASH
09/08/12	Saturday	12:47:39 PM	:30	\$150.00	Sat Late Fringe Rotator		11:35 PM-12:05 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		5	MWASH
09/08/12	Saturday	12:40:47 PM	:30	\$150.00	Sat Late Fringe Rotator		11:35 PM-12:05 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		2	MWASH
											5	
Line: 50												
09/08/12	Saturday		:30	\$60.00	Sat 1205a-105a		12:05 AM-1:05 AM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
											1	
Line: 51												
09/09/12	Sunday	11:40:32 PM	:30	\$100.00	Sun 1135p-1205a		11:35 PM-12:05 XM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 51												
				\$100.00							1	
Line: 52												
09/09/12	Sunday	2:54:30 XM	:30	\$60.00		Sun 1205a-105a	12:05 AM-1:05 AM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$60.00							1	
Line: 53												
09/10/12	Monday	3:42:10 PM	:30	\$900.00		M-Su 5a-2a	(6:00:00 PM-7:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$900.00							1	
Line: 54												
09/10/12	Monday	3:28:30 PM	:30	\$5,000.00		Bengals vs Baltimore	(7:00:00 PM-10:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$5,000.00							1	
Line: 56												
09/10/12	Monday	3:58:36 PM	:30	\$500.00		M-Su 5a-2a	(6:00:00 PM-7:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
09/10/12	Monday	3:24:42 PM	:30	\$500.00		M-Su 5a-2a	(6:00:00 PM-7:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		2	MWASH-
				\$1,000.00							2	
Line: 57												
09/10/12	Monday	3:25:15 PM	:30	\$500.00		M-Su 5a-2a	(10:00:00 PM-11:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$500.00							1	
Line: 59												
09/07/12	Friday	3:58:56 PM	:30	\$200.00	OFA-12- PGA		(12:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$200.00							1	
Line: 60												
09/06/12	Thursday	3:39:59 AM	:30	\$250.00	OFA-12- 6a Good Morn Cincinna		(6:30:00 AM-7:00:00 AM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$250.00							1	
Line: 61												
09/07/12	Friday	3:50:20 PM	:30	\$250.00	OFA-12- PGA		(12:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		2	MWASH-
09/07/12	Friday	3:28:26 PM	:30	\$250.00	OFA-12- PGA		(12:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$500.00							2	
Line: 62												
09/07/12	Friday	3:37:58 PM	:30	\$350.00	OFA-12- PGA		(12:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH-
				\$350.00							1	
				\$42,930.00							125	
				\$42,930.00							125	
				\$42,930.00							125	
				\$42,930.00							125	
				\$42,930.00							125	
				\$42,930.00							125	

[Filtered by:] [Sorted by: Station]